

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-81. (Cancelled).

82. (Previously presented) A method of presenting content, the method comprising:
determining a geographic location of a user;
determining a local day-part appropriate for the geographic location;
receiving content from two or more content sources;
designating a content source from among the two or more content sources based upon the
determined local day-part and independent of a profile of the user;
configuring a content display to feature content from the designated content source over
content from other of the content sources based upon the determined local day-part and
independent of a profile of the user; and
enabling presentation of the content display to the user.

83. (Previously Presented) The method of claim 82, wherein receiving content
comprises receiving content from two or more broadcast sources.

84. (Previously Presented) The method of claim 83, wherein receiving content from two
or more broadcast sources comprises receiving content from two or more broadcast networks.

85. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display only content related to the designated content source.

86. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display a majority of content related to the designated content source.

87. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display content related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

88. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display content related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

89. (Previously Presented) The method of claim 82 wherein content includes content other than advertising content.

90. (Previously Presented) The method of claim 89 wherein:
receiving further comprises receiving one or more advertising segments corresponding to one or more of the content sources;
identifying further comprises identifying one or more advertising segments corresponding to the designated content source; and

configuring further comprises configuring the content display to feature one or more advertising segments corresponding to the designated content source over advertising segments from other of the content sources.

91. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display only advertising segments related to the designated content source.

92. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display a majority of advertising segments related to the designated content source.

93. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display advertising segments related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

94. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display advertising segments related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

95. (Previously Presented) The method of claim 82, wherein configuring a content display further comprises configuring a communications utility based upon the determined local day-part.

96. (Previously Presented) The method of claim 95 wherein configuring a communications utility comprises configuring a chat room.

97. (Previously Presented) A computer program stored on a computer readable medium, the computer program comprising instructions for:

determining a geographic location of a user;

determining a local day-part appropriate for the geographic location;

receiving content from two or more content sources;

designating a content source from among the two or more content sources based upon the determined local day-part and independent of a profile of the user;

configuring a content display to feature content from the designated content source over content from other of the content sources based upon the determined local day-part and independent of a profile of the user; and

enabling presentation of the content display to the user.

98. (Previously Presented) The computer program of claim 97, wherein instructions for receiving content comprises instructions for receiving content from two or more broadcast sources.

99. (Previously Presented) The computer program of claim 98, wherein instructions for receiving content from two or more broadcast sources comprises instructions for receiving content from two or more broadcast networks.

100. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display only content related to the designated content source.

101. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display a majority of content related to the designated content source.

102. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display content related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

103. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display content related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

104. (Previously Presented) The computer program of claim 97 wherein content includes content other than advertising content.

105. (Previously Presented) The computer program of claim 104 wherein:
instructions for receiving further comprises instructions for receiving one or more advertising segments corresponding to one or more of the content sources;
instructions for identifying further comprises instructions for identifying one or more advertising segments corresponding to the designated content source; and
instructions for configuring further comprises instructions for configuring the content display to feature one or more advertising segments corresponding to the designated content source over advertising segments from other of the content sources.

106. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display only advertising segments related to the designated content source.

107. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display a majority of advertising segments related to the designated content source.

108. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display advertising segments related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

109. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display advertising segments related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

110. (Previously Presented) The computer program of claim 97, wherein instructions for configuring a content display further comprises instructions for configuring a communications utility based upon the determined local day-part.

111. (Previously Presented) The computer program of claim 110 wherein instructions for configuring a communications utility comprises instructions for configuring a chat room.

112. (Previously Presented) A computer program, stored on a computer readable medium, the computer program comprising:

- means for determining a geographic location of a user;
- means for determining a local day-part appropriate for the geographic location;
- means for receiving content from two or more content sources;
- means for designating a content source from among the two or more content sources based upon the determined local day-part and independent of a profile of the user;
- means for configuring a content display to feature content from the designated content source over content from other of the content sources based upon the determined local day-part and independent of a profile of the user; and
- means for enabling presentation of the content display to the user.

113. (Previously Presented) The method of claim 82 wherein featuring content from the designated content source comprises featuring content in addition to television content.

114. (Previously Presented) The method of claim 82 wherein featuring content from the designated content source comprises featuring non-television content.

115. (Previously Presented) The method of claim 114 wherein the non-television content comprises one or more of a color, a border, a thematic element, a graphic, a link, text, advertising content, news content, e-mail content, instant messaging content, or chat room content.

116. (Previously Presented) The method of claim 82 wherein configuring the content display comprises adjusting the look and feel to complement the determined local day part.

117. (Previously Presented) The method of claim 116 wherein the look and feel is adjusted without modifying the content being displayed based on the local day part.

118. (Previously Presented) A method of presenting non-television programming content simultaneous with a television program, the method comprising:

determining a first geographic location and a first associated day-part for a first user;

determining a second geographic location and a second associated day-part for a second user, the second day-part being different from the first day-part;

identifying first non-television programming content that corresponds to the first day-part and second non-television programming content that corresponds to the second day-part;

configuring, based on the first associated day-part determined for the first user, a first content display to simultaneously display a television program and the first non-television programming content;

configuring, based on the second associated day-part determined for the second user, a second content display to simultaneously display the television program and the second non-television programming content;

enabling presentation of the first content display to the first user; and

enabling presentation of the second content display to the second user.

119. (Previously Presented) The method of claim 118 wherein the non-television programming content comprises one or more of a color, a border, a thematic element, a graphic, a link, text, advertising content, news content, e-mail content, instant messaging content, or chat room content.

120. (Previously Presented) The method of claim 118 wherein configuring the first content display comprises adjusting the look and feel to complement the first associated day-part.

121. (Previously Presented) The method of claim 120 wherein the look and feel is adjusted without modifying the content being displayed based on the local day part.

122. (Previously Presented) The method of claim 118 wherein the first user content display is configured independent of a profile of the first user.

123. (New) A method of presenting content, the method comprising:
determining a geographic location of a user;
determining a local day-part corresponding to the geographic location;
receiving television programming content based on the local day-part determined;
receiving look and feel content corresponding to the day-part;
configuring a content display to feature television programming content together with the look and feel content; and
enabling presentation of the content display to the user.

124. (New) The method of claim 123 wherein the look and feel content comprises a background of the content display.

125. (New) The method of claim 123 wherein the look and feel content comprises a border of the television programming content.

126. (New) The method of claim 123 wherein the look and feel content comprises a color scheme for the content display.